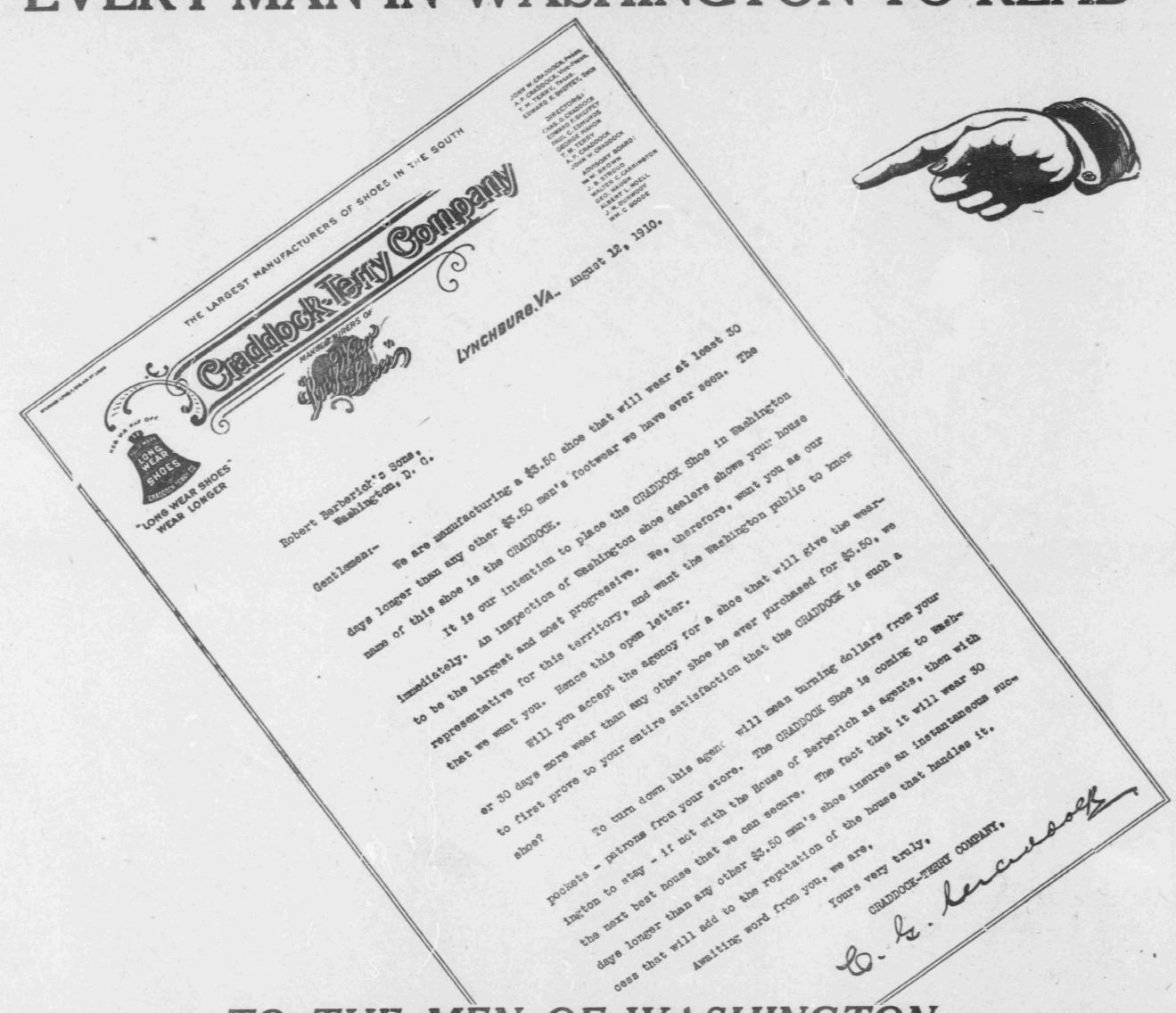
AN OPEN LETTER TO ROBERT BERBERICH'S SONS

THAT WE WANT
EVERY MAN IN WASHINGTON TO READ



TO THE MEN OF WASHINGTON:

TE ARE GOING TO PLACE BEFORE THE MEN OF WASHINGTON A BETTER \$3.50 SHOE—better by at least thirty days' more wear—than any man's shoe now selling in the District of Columbia at a similar price. We publish this open letter in order that the men of Washington will realize to what extent we have gone to give them the CRADDOCK Shoe through their favorite shoe house. If you cannot get the CRADDOCK Shoe at Berberich's, it won't be our fault.

We need a house like Berberich's for our Washington agency, because of the truly tremendous patronage with which they are favored. The quality materials and workmanship it takes to make a shoe like the CRADDOCK cuts into profits to an extent that necessitates many sales in order to operate on a satisfactory business basis.

If thirty (30) days' more wear than you ever got out of a \$3.50 shoe interests you, we would suggest that you write Robert Berberich's Sons, asking if they are not willing to co-operate with the men of Washington in an endeavor to cut down footwear expenses by accepting the local agency for a shoe that will outwear any other \$3.50 men's footwear by at least thirty days.

THE CRADDOCK-TERRY COMPANY.